

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims in accordance with the following:

1-13. (CANCELLED)

14. (CURRENTLY AMENDED) A point management system employing a computer on a store side for managing points issued to each customer and providing an electronic information service which is available with the customer's cumulative issued points, and connected via a public communication circuit to a customer terminal owned by the customer for displaying the electronic information, comprising:

a point issue unit on the store side configured to issue points to a customer according to a transaction performed by the customer;

a point calculating unit on the store side configured to update the customer's cumulative issued points, converts predetermined points into a time period associated with providing the electronic information service for redeeming the customer's cumulative issued points, and decrease the customer's cumulative issued points according to a time spent for providing the electronic information service in response to the customer's request by redeeming the customer's cumulative issued points;

a service providing unit provides at least any of video information, voice information, software information, music information and database information as the electronic information service for redeeming the customer's cumulative issued points to the customer terminal through the communication circuit; and

wherein the point calculating unit provides information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service for redeeming the customer's cumulative issued points is provided to the customer terminal.

15. (CANCELLED)

16. (CANCELLED)

17. (CURRENTLY AMENDED) A method of point management executed by a computer on a store side to manage points issued to each customer and provide an electronic information service which is available with the customer's cumulative issued points, to a customer terminal owned by the customer connected via a public communication circuit for displaying the electronic information comprising:

issuing, on the store side, points to a customer according to a transaction performed by the customer;

calculating, on the store side the customer's cumulative issued points, converting predetermined points into a time period associated with providing the electronic information service for redeeming the customer's cumulative issued points, and decreasing the customer's cumulative issued points in response to a time spent for providing the electronic information service according to the customer's request by redeeming the customer's cumulative issued points;

providing, on the store side, at least any of video information, voice information, software information, music information and database information as the electronic information service for redeeming the customer's cumulative issued points to the customer terminal owned by the customer through the public communication circuit; and

providing, on the store side information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service for redeeming the customer's cumulative issued points is provided to the customer terminal.

18. (CANCELLED)

19. (CANCELLED)

20. (CURRENTLY AMENDED) A point management apparatus on the store side for managing points issued to each customer and providing an electronic information service which

is available with the customer's cumulative issued points, and connected via a public communication circuit to a customer terminal owned by the customer for displaying the electronic information, comprising:

a point issue unit on the store side configured to issue points to a customer according to a transaction performed by the customer;

a point calculating unit on the store side configured to update the customer's cumulative issued points, converts predetermined points into a time period associated with providing the electronic information service for redeeming the customer's cumulative issued points, and decreases the customer's cumulative issued points according to a time spent for providing the electronic information service in response to the customer's request by redeeming the customer's cumulative issued points;

a service providing unit on the store side configured to provide at least any of video information, voice information, software information, music information and database information as the electronic information service for redeeming the customer's cumulative issued points to the customer terminal owned by the customer through the public communication circuit; and

wherein the point calculating unit provides information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service for redeeming the customer's cumulative issued points, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service is provided to the customer terminal.

21. (CANCELLED)

22. (CANCELLED)

23. (CURRENTLY AMENDED) A computer readable recording medium having a program stored therein to cause a computer connected to a customer terminal owned by the customer via communication circuit to execute operations, said operations comprising:

issuing, on the store side, points to a customer according to a transaction performed by the customer;

calculating, on the store side the customer's cumulative issued points, converting predetermined points into a time period associated with providing an electronic information service for redeeming the customer's cumulative issued points, and decreasing the customer's

cumulative issued points according to a time spent for providing the electronic information service in response to the customer's request by redeeming the customer's cumulative issued points;

providing, on the store side at least any of video information, voice information, software information, music information and database information as the electronic information service for redeeming the customer's cumulative issued points to the customer terminal owned by the customer through the public communication circuit; and

providing information of the decreased customer's cumulative issued points in proportion to the time period associated with providing the electronic information service, to the customer terminal which displays the decreased customer's cumulative issued points during the time the electronic information service for redeeming the customer's cumulative issued points is provided to the customer terminal.

24. (CANCELLED)

25. (CANCELLED)

26. (CURRENTLY AMENDED) A computer readable recording medium having a program stored therein to cause a computer on a store side to execute operations, said operations comprising:

converting, on the store side cumulative points issued to a customer to a time period value during which an electronic service may be transmitted in response to a request by the customer by redeeming the points; and

decreasing, on the store side predetermined points in proportion to a lapse of the time period during which the electronic service for redeeming the customer's cumulative issued points is transmitted to the customer as requested, where the electronic service transmits at least any of video information, voice information, software information, music information and database information to a terminal of the customer owned by the customer via a public communication circuit.

27. (PREVIOUSLY PRESENTED) The computer readable medium according to claim 23, wherein points are deducted from the customer's cumulative points in correspondence to an amount of time lapsed during the time period the electronic information service is provided to the

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customer terminal.